



STATE OF WEST VIRGINIA
OFFICE OF THE ATTORNEY GENERAL
DARRELL V. MCGRAW, JR.
CONSUMER PROTECTION DIVISION
1-800-368-8808 or 304-558-8986

Press Release

FOR IMMEDIATE RELEASE

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McGraw Recovers Settlement from IGIA dba "As Seen On Tv"

Attorney General Darrell McGraw announced today that a settlement agreement has been reached with IGIA, Inc., a Delaware corporation that markets household products through infomercials and the Internet, using the name "As Seen on TV." IGIA offered vacuum cleaners for sale under the names Windstorm, Singer Lazer Storm, and Milinëx Power Storm.

Most consumers who complained to Attorney General McGraw's Consumer Protection Division responded to an infomercial they saw on the TV Guide Channel. Consumers called IGIA's toll-free number which was answered by an automated system. Consumers placed their orders, gave their bank or credit card information, then the automated system confirmed their orders. Many consumers who ordered one vacuum under the "buy one get one free" deal were confirmed and charged for two vacuums; consumers who ordered two vacuums were confirmed and charged for four. Immediately after the orders were confirmed the automated system would disconnect, preventing the consumers from disputing the number of vacuums they had purchased.

"Consumers were not only overcharged, but many never received the vacuums they ordered," McGraw said. "Consumer's who attempted to cancel these transactions were placed on hold for hours."

In the Agreed Settlement Order, IGIA will pay the State \$176,139.27 which will then be refunded to the affected consumers. IGIA has made its first payment of \$10,000.00 and will make monthly payments until the total amount of restitution is paid. Restitution shall be paid in full no later than November 5, 2008.

In the agreement, IGIA is prohibited from conducting any business in the State of West Virginia until the settlement amount is paid in full. In addition, IGIA thereafter agrees to only transact business in full compliance with the West Virginia Consumer Protection Act.

Any West Virginia consumer may file a complaint with the Consumer Protection Division on or before October 6, 2008 in order to receive a refund. To obtain a complaint form call 1-800-368-8808 or download one from this site.

To download and print a complaint form, please click on the "Take Action" link at the top of this page.

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